



**THE BIBLE
PROJECT**

STRATEGY PLAN

2019 EDITION

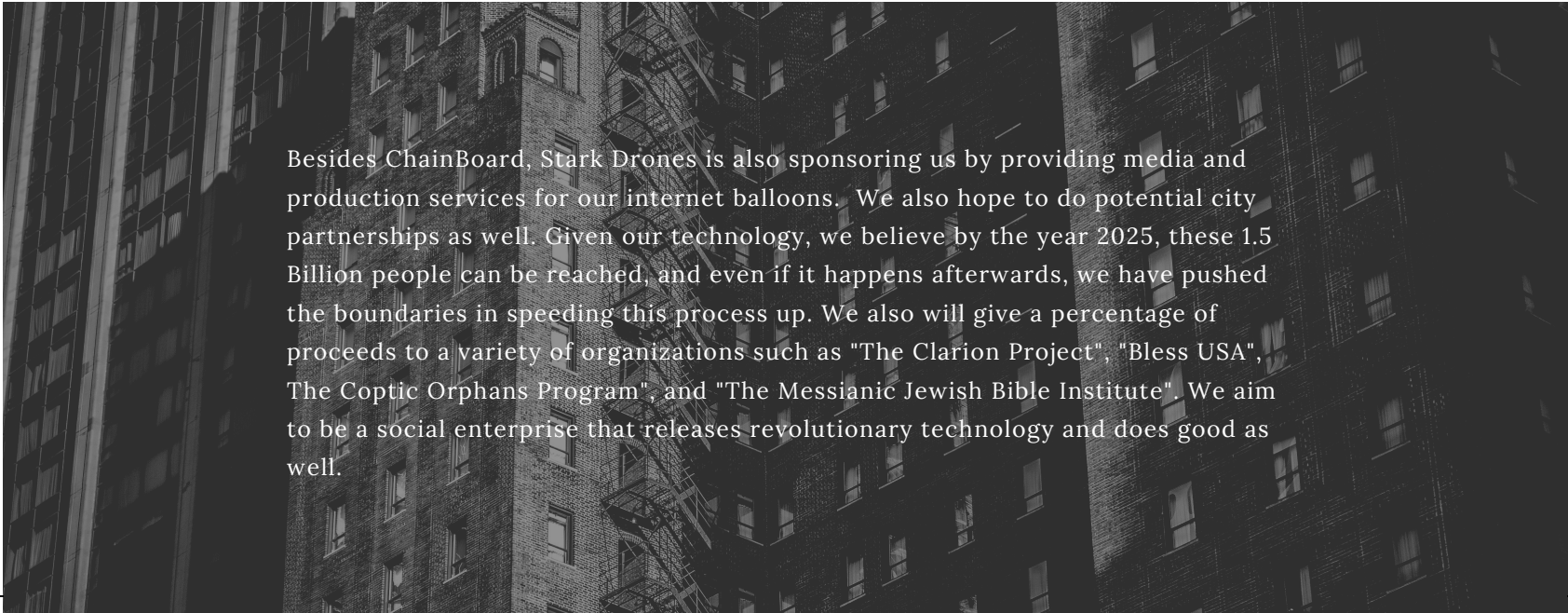
PREPARED BY
ANDREW M. K. NASSIEF

WHAT ARE WE?

The Bible project aims to bring the gospel to over 1.5 billion people, and help protect persecuted Christians in the Middle East utilizing disruptive technologies.

According to the Joshua Project, and a variety of their resources, over 1.5 billion people don't have access to a Bible in their native language. This plus the countries that make it illegal to own a Bible make it estatically hard to spread the gospel. We came up with a mission to be able to utilize an application that allows the Bible to be translated in a variety of these said languages using a regressional AI. Also with projects such as our Internet Balloon, not only are we able to raise money to fulfill this mission and buy said tablets or tech for these groups, but we are also able to deploy the same types of advanced and cost

efficient technologies. Compared to Project Loon by Google, they cost upwards of over \$50,000. We can sell for only \$1250 due to the WiFi modules and materials cost of only \$200. This plus a low distribution/contract manufacturing cost makes our product very worthwhile to the end consumer. We are partnered with an organization that is part of Lonero known as Chainboard (Also a ChainTerra partner) that makes P2P connectivity modules and blockchain development boards that make cost efficiency possible. Our proposed distribution channel is either contract manufacturing or a platform like CircuitHub.



Besides ChainBoard, Stark Drones is also sponsoring us by providing media and production services for our internet balloons. We also hope to do potential city partnerships as well. Given our technology, we believe by the year 2025, these 1.5 Billion people can be reached, and even if it happens afterwards, we have pushed the boundaries in speeding this process up. We also will give a percentage of proceeds to a variety of organizations such as "The Clarion Project", "Bless USA", "The Coptic Orphans Program", and "The Messianic Jewish Bible Institute". We aim to be a social enterprise that releases revolutionary technology and does good as well.

PROJECT REPORT

BUSINESS MODEL CANVAS



PROJECT NAME: The Bible Project

KEY PARTNERS: ChainBoard, Stark
Drones, Cities

VALUE PROPOSITION: Do social good by getting "low cost internet"
for your city

COSTS:

\$1250
\$3 / 1000
Impressions

CUSTOMER SEGMENTS:

The main target segment for revenue source, is anybody who would want to purchase our "Web Balloon" System which can include:

- Aerospace Startups
- City Partners & Purchasing Agents
- Non-Profit and Large Corporate Entities

**CUSTOMER
RELATIONSHIPS:**

For the customer segments we want to target, we plan on mainly taking a B2B approach or SAAS (Software as a service) approach depending on the client

CHANNEL:

The current list of channels we have, which can be used for Advertising, PR, and sales growth strategy

REVENUE:

84% Margins
\$1050 Net Profit
525% Profit
Percentage

We want to aim for 490 sales which is \$612,500 in revenue, \$514,500 in profit

PRODUCTS & SERVICES

We have a variety of products and services we hope to release

We are offering a revolutionary wireless balloon similar to Google's Project Loon system for low cost wireless access. We offer this at a fraction of the cost. Our other product is our Bible App which we will have a set monetization strategy in the near future. We also will be able to earn steady operating expenses from donors and/or corporate sponsors. We plan on having city wide deployment costs implemented in our services given us getting any city partnerships. Also we aim to partner with small aerospace startups or corporations as well. Our wireless

modules cost a fraction compared to the satellite systems that many aerospace companies use to date. This includes even RocketLab's customizable satellite system being able to benefit from our technology. The use cases are there technology wise but we plan on starting small. Currently it is just a team of me (Andrew), and a few advisors and volunteers. I want to go to Harbor Beach knowing the community chest there and some connections with the city and get a letter of intent for deployment (if not then another city), and do paid partnerships / piloting there to develop a case study.



The Bible Project wants to be one of the biggest global social enterprises out there. While we do have many competitors in the non-profit sector, none of them are releasing disruptive technologies to fulfill their mission faster. Our technology competes with some big top players (and potential multi-billion dollar startups like Project Loon), but aimed at being more cost-efficient.

DISTRIBUTION

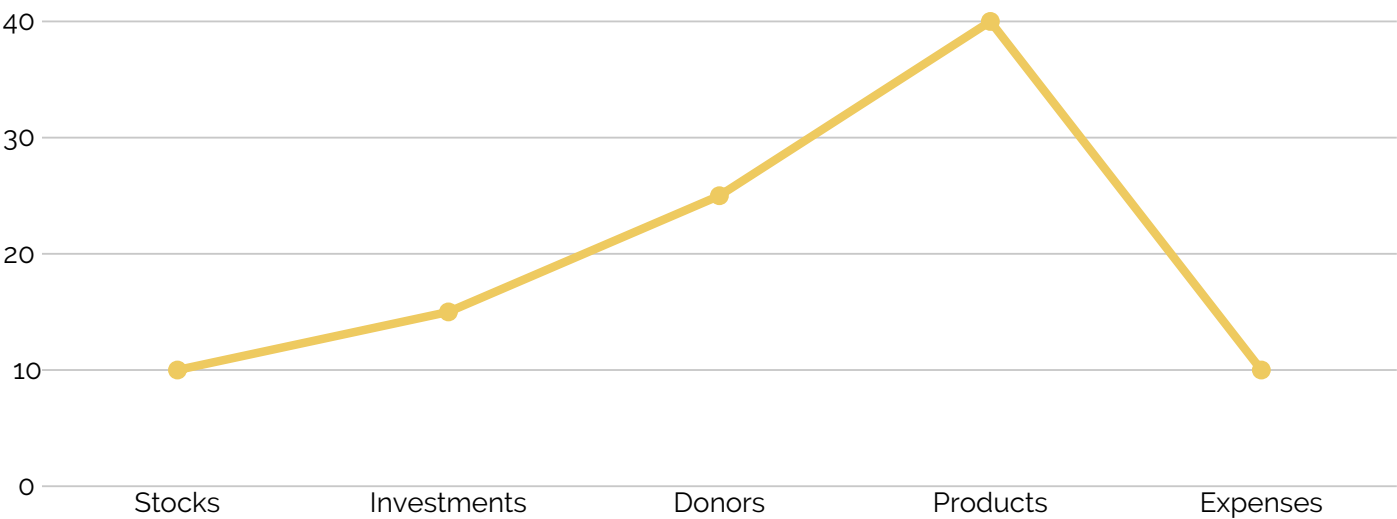
This is a list of Distribution Channels we plan on using and each of their different proposed purposes

The List

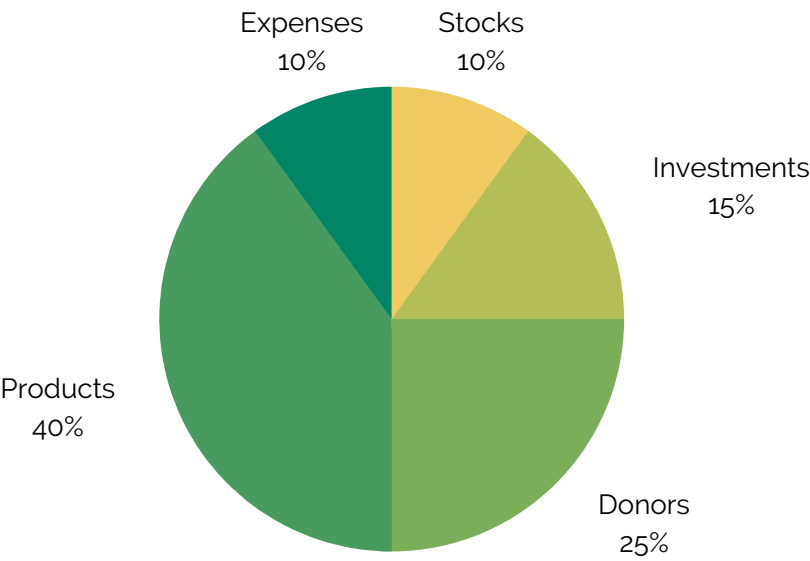
- Minds.com (Social Media)
- LinkedIn (Social Media)
- ProductHunt (Promotion)
- Betalist (Promotion)
- CircuitHub (Manufacturing)
- Kickstarter (Crowdfunding)
- GoFundMe (Fundraising)
- Newswire (Press Releases)
- PRWeb (Press Releases)
- Midroll (Advertising)
- Fiverr (Design and Advertising)
- Various Microjobs Sites
(Advertising)

GROWTH STRATEGY

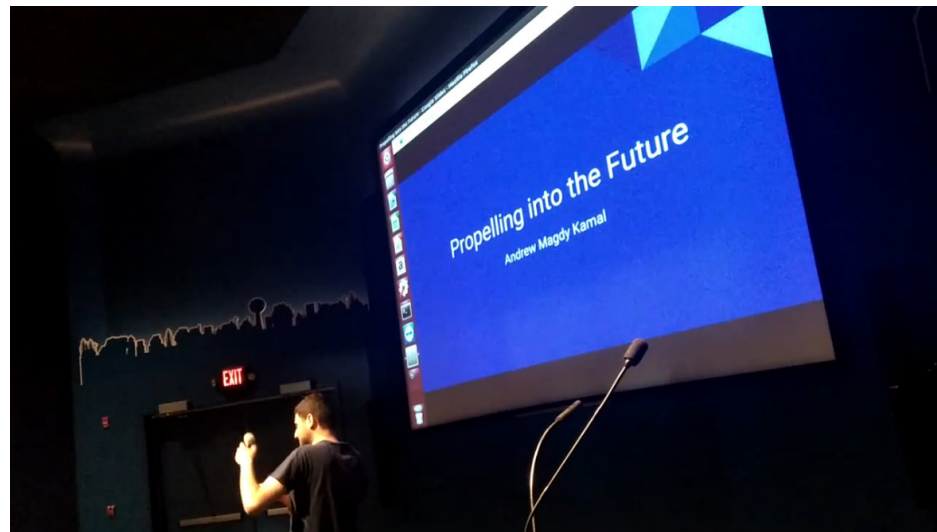
We plan on having a set growth strategy to keep our business sustainable. While, we currently don't yet plan to sell stocks or receive investments (SEC regulations, not sure we want that on our ByLaws yet), we do plan on a majority of our growth coming from donors and the sales of our products.



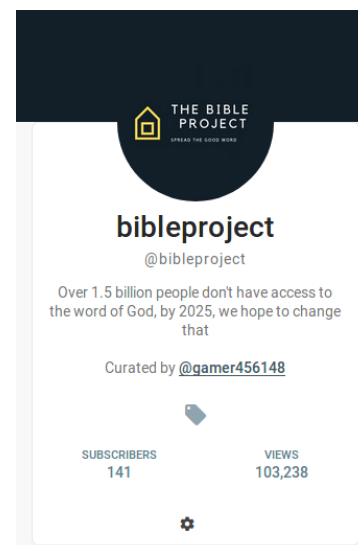
Since this aims on being a long standing social enterprise, an equities round may be in the future. (If we go that route), but in terms of the upcoming years, products are expected to be 40% of our growth and donors are 25%. Expenses will be in the 10% because of low distribution costs, and the real estate costs we will need as we expand will be minimal, given we will likely already have partnerships at said location.



TRACTION



Given my previous startup experience, and networking, traction has already been gained. This includes receiving over 103k views on our enterprise's social media as of the making of this report in April, 2019. We also already know how we will distribute and market this, and are already in discussion with some cities for board meetings or letter of intents.



The Bible Project's

NUMBERS & STATISTICS

According to the Joshua Project and a variety of other different sources, at least 1/5th of the world's population or at least 1.5 billion people don't have access to a Bible.

1/5

World Population

1.5B

of people



THE FINE PRINT

The # of people who don't have access to the gospel are just for those that don't have translations in their own languages. This doesn't include people from countries like Afghanistan or even North Korea where there are translations in these languages, but Christianity is banned in their country and they can face a growing level of torture and persecution.

THE BIBLE PROJECT

PARTNER PROPOSAL

CITY PARTNERSHIP PROPOSAL

Deployment offering:

\$1250/ balloon

Each Balloon covers a 5 mile radius

For P2P modules we can charge a fee
for users

This is in comparison to:

Over \$50,000 in deployment costs



RESEARCH

THE RESEARCH

Finding out that over 57% of the world's languages didn't have access to the gospel was quite surprising to me.

However, I wanted to focus my research in the technology.

Some people I talked to included a community chest person from Harbor Beach, a lab researcher and Information technologist in regards to internet protocols. They all said the same thing in regards to the cost of Project Loon or about how LoRaWAN™ may be a cost effieint technology. This gave hopes to the unique thing I am trying to build.

57%

WORLD
LANGUAGES

FOUNDER'S STATEMENT

Our mission statement is simple. We aren't just spreading the gospel but we are helping people around the world that face persecution. The organizations we will donate to will provide aide to many of the young women and children in these countries and also help monitor what has been going on. One of these projects known as "The Clarion Project" challenges countries facing extreme human rights violations due to Islamic Oppression.

Not only are we trying to make a positive difference in this world, but the outreach that we want to do will involve the deployment of fairly technologically advanced infrastructure. We are rebuilding the internet to be more cost efficient, we are creating an advanced linguistic application, we are advocating where advocating should be done the most. We really hope you see our mission statement and vision, and join us on board.

Andrew M. K. Nassief

ANDREW NASSIEF

Executive Director

RESOURCES

- SMITH, SAMUEL. "BIBLE NOT AVAILABLE IN 57% OF WORLD LANGUAGES; MOST AMERICANS BELIEVE THE BIBLE IS AVAILABLE IN EVERY LANGUAGE." THE CHRISTIAN POST, CP CHURCH & MINISTRIES , 14 APR. 2015, WWW.CHRISTIANPOST.COM/NEWS/BIBLE-NOT-AVAILABLE-IN-57-OF-WORLD-LANGUAGES-MOST-AMERICANS-BELIEVE-THE-BIBLE-IS-AVAILABLE-IN-EVERY-LANGUAGE.HTML."
- WORLD WATCH LIST | COUNTRIES WHERE CHRISTIANITY IS ILLEGAL | OPEN DOORS." WORLD WATCH LIST, OPEN DOORS USA, WWW.OPENDOORSUSA.ORG/CHRISTIAN-PERSECUTION/WORLD-WATCH-LIST/.
- "SCRIPTURE ACCESS STATISTICS." WYCLIFFE GLOBAL ALLIANCE WEBSITE, WYCLIFFE GLOBAL ALLIANCE, OCT. 2018, WWW.WYCLIFFE.NET/STATISTICS.
- BERGMAN, T., & MORRISON, B. (2011, NOVEMBER). NO CHRISTIANS, NO SCRIPTURE, NO MISSIONARIES. RETRIEVED APRIL 10, 2019, FROM [HTTPS://JOSHUAPROJECT.NET/RESOURCES/ARTICLES/NO_CHRISTIANS_NO_SCRIPTURE_NO_MISSIONARIES](https://JOSHUAPROJECT.NET/RESOURCES/ARTICLES/NO_CHRISTIANS_NO_SCRIPTURE_NO_MISSIONARIES)
- UNREACHED PEOPLE GROUPS. (N.D.). RETRIEVED APRIL 10, 2019, FROM [HTTPS://GLOBALFRONTIERMISSIONS.ORG/GFM-101-MISSIONS-COURSE/THE-UNREACHED-PEOPLES-AND- THEIR-ROLE-IN-THE-GREAT-COMMISSION/](https://GLOBALFRONTIERMISSIONS.ORG/GFM-101-MISSIONS-COURSE/THE-UNREACHED-PEOPLES-AND- THEIR-ROLE-IN-THE-GREAT-COMMISSION/)